

DEPARTMENTAL REGULATION		Number: 1480-001
SUBJECT: Photography	DATE: July 19, 1988	
	OPI: Photography Division, OI, Office of Governmental and Public Affairs	

1 PURPOSE

This regulation establishes policies and procedures for the agencies of the USDA in matters pertaining to still photography, including its procurement, use, dissemination, and storage.

2 SPECIAL INSTRUCTIONS

These policies and procedures supersede any previous regulations and take precedence over any agency regulations that are in conflict with the policies and principles described here. This regulation adheres to provisions of OMB Circulars A-114 and A-76.

This regulation reflects the change of the USDA Photo Library from a browsing file to laser discs driven by a computer database.

3 POLICY

a The policy of USDA is to use mass and specialty media as well as other methods to report, explain, and interpret to the public and specific interest groups the policies, regulations, programs, and activities of USDA. The Secretary has delegated authority to OGPA to determine policy and provide leadership and centralized operational direction for all USDA and agency information activities.

b The Photography Division, OI, is OGPA's organizational unit to lead and serve USDA agencies on matters relating to still photography. The Photography Division:

- (1) Provides standards and guidance for the acquisition, preparation, distribution, and storage of photographs about Departmental activities;

- (2) Maintains the USDA's centralized photo library;
- (3) Coordinates and provides leadership in the effective preparation and distribution of prints, slides, audiovisual presentations, illustrated news releases, and photo features for public and media use;
- (4) Assigns photographers and procures photographic services.

4 ABBREVIATIONS

NAC - National Audiovisual Center

OGPA - Office of Governmental and Public Affairs

OI - Office of Information

OMB - Office of Management and Budget

USDA - United States Department of Agriculture

5 REPORTS AND FORMS

AD-271 - Request for Photographic Services

AD-672 - Reimbursement or Advance of Funds Agreement

AD-797 - Audiovisual Proposal Form

SF-202 - Federal Audiovisual Production Report

SF-282 - Mandatory Title Check

6 AUDIOVISUAL PRODUCTIONS

a USDA Audiovisual Proposal Form. USDA's Audiovisual Management Control Plan encompasses both public information and training audiovisual products. Whenever an audiovisual product is planned, the agency Audiovisual Control Officer and an OGPA representative (either the Chief, Photography Division, or Chief Video and Film Division) shall approve the project on Form AD-797, Audiovisual Proposal Form, before it is forwarded to the USDA Audiovisual Manager (currently the Chief, Radio and Television Division) for approval. The following items will be reviewed: intended audience, purpose, existence of similar materials, method of distribution, expected life, use and acceptability of existing photos, and needs for new photos.

b OMB Forms. In addition, OMB Circular No. A-114 requires agencies submit to the NAC the following: SF-202, Federal Audiovisual Production Report SF-282,

Mandatory Title Check Exceptions: SF-202 and SF-282 are not required for presentations for internal use only, those with a useful life of less than one year, or those whose total production costs are less than \$5,000. (See other exclusions in OMB Circular No. A-114, Attachment B, Item 7.)

7 PHOTOGRAPHY IN THE WASHINGTON, D.C., COMPLEX

Photography work performed in the Washington, D.C., complex, including Beltsville and surrounding areas, shall be coordinated through the Photography Division, OI. Work subject to this paragraph includes taking photographs, developing film, and ordering prints and supplies.

8 PHOTOGRAPHY OUTSIDE THE WASHINGTON, D.C., COMPLEX

There is need for continuing photographic capability in field offices for agency employees to document research projects, construction compliance, cultural practices, news events, natural disasters associated with USDA programs and activities, and public information and education efforts.

It is the responsibility of the agency information director to insure that agency field activities relating to still photography operate within the guidelines of this regulation.

9 OFFICIAL REQUIREMENTS FOR PHOTOGRAPHIC WORK

No photographic work shall be undertaken that is not essential for official use or necessary in furthering the official business of the USDA. Authorization for new photography work should take into account existing photographs available in the photo library and agency files.

10 OFFICIAL USE OF CAMERAS AND EQUIPMENT

Photographic equipment and supplies purchased with USDA funds are for official use and shall not be used for personal or private purposes. Equipment maintained by the Photography Division may be lent, for official use, to USDA employees who are classified as photographers or visual information specialists working with photography.

11 OWNERSHIP OF PHOTOGRAPHS

Photographs taken with USDA equipment and photographs taken of USDA work or subject matter by employees using private equipment in connection with their work are the property of the USDA. All photographic negatives and positives and original work obtained through expenditure of USDA funds are property of the USDA.

12 USDA PHOTO LIBRARY

The Photography Division, OI, shall maintain the centralized USDA photo library on laser discs driven by a computer database.

a Agency photographs. Agencies may submit photographs for the USDA photo library by lending the Photography Division one high-quality 8x10 print or original slide and providing caption material and other required data. It is the responsibility of the agency to insure the accuracy of the data and to obtain any necessary clearances within the agency. The Photography Division will coordinate the addition of images and data to the laser disc.

b Referral of requests for photographs. Requests for photographs should be referred to the Photography Division. The Photography Division will keep a supply of prints and duplicate slides of images on the laser disc to insure that requests are filled promptly. The Photography Division will distribute prints and duplicate slides to the media and others who are authorized to receive free photographs, and will sell photographs to others for the cost of the reproduction.

c Photography Division's requests for original slides. Agencies shall lend the Photography Division original slides of images on the laser disc so duplicate slides can be made when supplies run low, or agencies may store their original slides in the Photography Division.

d Updating. Agencies are encouraged to add and delete photos and update caption information as necessary to reflect new technologies in agriculture, new directions in agency policies, and current Department recommendations. This may be done at any time through coordination with the Photography Division.

e Loan of negatives and slides. The Photography Division will not lend original negatives or slides, unless prior approval is received from the agency.

f Agency photo files. The Photography Division encourages agencies to include their images on the USDA laser disc. Agencies may maintain photo files of material not contained on the laser disc.

13 PHOTOGRAPHS OFFERED TO THE MEDIA

Agencies will provide, at their cost, prints (and duplicate slides, if available) of photographs offered to the media on illustrated news releases and photo features initiated by the agency. The Photography Division will handle distribution.

14 REQUESTS FOR AUDIOVISUAL PRODUCTIONS

Slide sets and videotape conversions of slide sets will be sold at prices established by the Photography Division to cover the cost of reproduction.

15 FILING AND STORAGE OF ORIGINAL NEGATIVES AND SLIDES

Original negatives shot by Photography Division staff, agency photographers in the Washington, D.C., area, and contract freelancers shall be filed in the Photography Division. Agencies may file their original slides there, as well.

The Photography Division will handle the transfer of USDA negatives and slides to the National Archives for permanent storage, as required by law.

16 PROCUREMENT OF PHOTOGRAPHIC SERVICES AND EQUIPMENT

a The Photography Division, OI, is organized to consolidate orders for photographic services in the interest of economy, quality, and service. Agencies in the Washington, D.C., complex shall request photographic services through the Photography Division. This is accomplished through Form AD-652, Reimbursement or Advance of Funds Agreement, which shall be initiated by the Photography Division and completed and returned by the agency at the beginning of each fiscal year. During the year, a Form AD-271, Request for Photographic Services, shall accompany each request.

b Agencies shall obtain prior approval from the Chief, Photography Division, or the USDA Audiovisual Manager for proposed purchases of audiovisual equipment costing \$1,000 or more. Proposed purchases by field offices shall be routed through the agency's Audiovisual Control Officer for prior approval before forwarding to the Chief, Photography Division, or to the USDA Audiovisual Manager.

17 PHOTO NUMBERS AND PHOTO CREDITS IN PUBLICATIONS

a Photo numbers shall be included in USDA publications to aid in identification and retrieval of photographs requested by the public. Credit lines also may include the photographer's name and agency abbreviation, as in the following example:

USDA photo no. 88BW1001-29A, Lee Smith, FHA

b For photographs used in non-USDA publications, request credit lines to acknowledge the U.S. Department of Agriculture and the photographer.

18 RESTRICTIONS

a Promotion. Photographs shall not be used to promote USDA, its agencies, or individuals. USDA photographs that would be considered "puffery" or self-aggrandizement will not be produced or distributed. Also, USDA photographs will not be used to advance USDA, agency, or individual opinions on broad subjects without specific program reference.

b Endorsements, commercial references, and use of brand names. USDA's policy is to avoid endorsements, directly or indirectly, of any commercial enterprise or product whenever possible. However, it is recognized that occasions may arise when photographing a specific commercial enterprise or product is in the public interest or is difficult, if not impossible, to avoid. The following statement may be used as needed in public information materials: Photographs of a commercial product or enterprise do not constitute an endorsement by the USDA over products or enterprises not shown.

19 EXCEPTIONS

Any exception to this regulation must be agreed to in writing by the Chief, Photography Division, and the agency Information director. Any disagreement shall be resolved by the Director, OI.